

## **DOT/EPA**

### ***It All Adds Up To Cleaner Air Initiative*** **Seasonal Theme Program Materials: Fall**

#### **SAMPLE NEWSLETTER STORY**

A story designed for organization newsletters, to inform external audiences about the Fall Theme Program and available materials.

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#### **National Clean Air Public Education Campaign Launches Fall Theme Program**

A national public education campaign to improve air quality and reduce traffic congestion has added new resources focused on fall themes.

The *It All Adds Up To Cleaner Air* initiative – cosponsored by the U.S. Department of Transportation and U.S. Environmental Protection Agency – now has available fall-specific public education materials.

The fall themes encourage people to keep three simple steps in mind when they're considering environment-friendly modes of transportation: take mass transit, ride your bike or walk instead of driving, and ride-share or carpool. The goal of the initiative is to raise public awareness that by making a few small changes in our travel choices we can have less traffic congestion and cleaner air this fall.

New promotional materials include:

- Flash animation that combines music, pictures and text to highlight the fall messages, plus instructions on how to link to it from your Web site
- Event/activity suggestions for promoting the fall tips
- “DJ Dialogue” suggestions designed to stimulate fun conversation about carpooling between radio DJ’s and their listeners
- Print ads (six) that link alternate modes of transportation with the fall theme
- Outdoor and transit ads (twelve) focusing on the fall messages
- Radio scripts (three) that link alternate modes of transportation with the fall theme
- Flyer with the fall tips
- Online quiz focused on the fall tips, plus instructions on how to add it to your Web site

- Press release template that communities can use to announce their participation in the fall theme program

(NAME OF ORGANIZATION) is participating in the initiative, so keep an eye out for the messages in our outreach materials this fall. For more information on the (NAME OF ORGANIZATION) program, contact (ORGANIZATION CONTACT NAME AND PHONE NUMBER OR URL). The new seasonal information is available for download at [www.italladdsup.gov/community\\_partners/seasonal.html](http://www.italladdsup.gov/community_partners/seasonal.html).